

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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March of Dimes Campaign is ripe in the Valley of the Moon

Among our resolutions not yet broken is one which constantly reminds us that during 1957 we'll try harder than ever to produce such an interesting and unique newspaper that it'll grow and grow in influence and popularity. Not "grow" too much in size, however, 'cause then it wouldn't remain the "smallest newspaper on the west coast."

It's a man's world, but why hasn't somebody told the women about it? VALLEY WATCH REPAIR, Boyes Springs. Bring 'em in!

That dubious looking haze we had several mornings early in the week looked to us suspiciously like smog, like they have down in the Southland. You like?

ORDERS TAKEN for Individual Pecan Poes—for parties or meetings. Call WE 8-5893. Delectable! Unique. Prompt delivery.

January is alien registration month. If you're an alien, go to the local postoffice and fill out your registration blank as required by law. You might even look into the possibility of becoming a citizen.

THE FOOD MART, Feters Springs. New ownership. Splendid stocks, fast service. Closed Saturdays, open Sundays.

'Twas a relatively quiet New Year's eve in the Springs area. Taverns report good business, orderly crowds which came and went thruout the evening, and general return of quiet before closing time.

Then on Tuesday most people stuck around to view the Rose parade and the several bowl games, culminating in the granddaddy of them all, the Rose Bowl.

We slipped a little in picking the east in the east-west game Saturday, but made up for it and more when Iowa took the measure of Oregon State. (Yes, we picked Fullmer over Robinson, too.)

MIKE & ROSE'S BOYES SPRINGS STORE. For the finest steaks and your everyday meats, you'll never find a better market.

It was the first time she had been to dinner with them, and they smiled indulgently as she refused a whiskey and soda. "I've never touched it in my life," she explained.

"Why not try it?" urged her host. "See if you like the taste."

She blushed and shyly consented and he poured her out a mixture which she delicately raised to her lips. "Why," she cried, "you've given me Scotch!"

SONOMA FURNITURE MART. New location—113 West Napa St. Larger and more varied stocks, with exceptionally low prices.

One half of the world knows how the other half lives because of backyard fences, front porches, bridge parties and sewing circles.

FIELDS' AUTO RÉPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

Probably calendars weren't as plentiful this year-start, or not so much in evidence. But we needed just one more, and the Food Center came up with a dandy—beautiful paintings of the national parks. Heard a report that the pin-up beauty calendars aren't rated as tops any more—the choice going to landscapes, nature scenes and children and pet pictures.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

You might pray for us. Our big tie-breaking puzzle is at hand, and it's a duzzie. Have allotted all day Sunday to work on it—and from a cursory examination it looks like we're really up against something.

TOWN HOUSE SUPPER CLUB. Glen Ellen. The Amantes welcome you. Wonderful cuisine, with exotic atmosphere. Music weekends.

Having been an Ike supporter even before he first ran for president, it pains us somewhat to confess his new "doctrine" strikes us on the negative side. He's already got all the power he needs from a military standpoint; he's commander in chief. And on any more aid to anybody (except the Hungarian escapees), we're agin it! Sure, if a nation is solvent and there's a good chance it'll pay its debts in time, we might lend it some money (with adequate security, not otherwise). But "giving" the aid, 11 years after the end of the war, that's pretty silly.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Just about the time a woman thinks her work is done, she becomes a grandmother.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Stein club's annual dinner at Our Resort, El Verano, Saturday night was a humdinger. Melina Francis was mistress of ceremony, and in charge of preparing and serving a sumptuous turkey and ham dinner. Blankets were presented to Al and Lillie Hunter, who had charge of the barbecues held during the summer.

New officers elected are Al Hunter, president; Vern Jackson, vice president; Lillie Hunter, secretary; Jackie Rubke, treasurer, and Barbara Kappas, sergeant at arms.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

It's inventory time in the Valley—in fact, all over. Most of the hard and tedious task is "all over" too, with the bookkeepers and accountants now taking over, getting the figures in shape for the tax collectors.

FRANK'S HARDWARE, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.

When you get a chance, look over Sal Argento's new store at 113 Napa street, Sonoma, where his Furniture Mart stock has been moved. It's a cozy place, the furniture well displayed, and you can pick up some real values. The old location for 10 years was on Broadway.

TOWNSEND'S, next to Bank of America, Sonoma. Shoes for the family. Koret sport shirts and jackets. Levis, Jeans, Work Clothes.

School reopened this week, with no more holidays (unless you could count Groundhog day) till Lincoln's birthday. Then there's Valentine's day and Washington's birthday, St. Patrick's day, and on and on. But the "big" holidays are over, and most people say "Glory Hallelujah!" They're nice, but trying. Our own working schedules were all mixed up—with work on two Sundays, no work on two Tuesdays.

POWDER BOX BEAUTY SHOP, Arnold Drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

Mrs. George Thompson of the Mission Inn is home again after undergoing surgery in a city hospital.

MENDEL'S CAFE, Boyes Plaza. Splendid menu. Recently added: Spanish foods. Cocktail bar for the most discriminating.

Sometimes wonder if we shouldn't print more items of a "personal" nature like the one above. Most papers do, but not our local ones, and it might be a good idea. What do you think?

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, and better than most.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. \$1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

Mrs. D. C. (Pappy) Hoffman's sister and family from Minnesota were here for the holidays. The Hoffmans live at the Castner ranch.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

Junior Lorshbaugh, former local painter now at Stateline, was here for the holidays. He reports that businessmen at Stateline are crying because of lack of snow, so necessary for the winter sports enthusiasts. Says there have been only two snows of any account since autumn—and the season is fast slipping away.

BROADWAY CAFE, Sonoma. Known for wonderful drinkables, wide selection on off-sale, a friendly, congenial atmosphere.

Reports are that at the session of the state assembly which begins Monday, there are already in Sacramento four lobbyists for every legislator.

SONOMA MISSION INN, Boyes. A nationally known hotel, noted for quietly luxurious accommodations, splendid meals, fine bar.

Mission Inn used radio time during the holidays to drum up city business for its New Year's festivities. Sounded good, too, and brought up quite a crowd from the bay area.

BANCROFT NURSERY, Sonoma. Time for planning your outdoor display for spring and summer. Shop here for bulbs, plants, shrubs.

Mrs. Jim Whelan is home but not active. She suffered a leg infection, and while it's coming around all right, with a huge cast on it she can only hobble around with difficulty.

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

Heard Duke Ellington the other night. Perhaps he's good, if you like that kind of music (?). Bet we could take a group of African natives with tomtoms and produce as much music. Wonder if that type of cats ever heard of "melody."

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Your guests will appreciate your bring 'em here.

F. C. (Mendy) Mendenhall is again in the business of producing individual pecan pies. Headquarters now is Sonoma, but for years he operated out of Sausalito, building up a tremendous business. The little pies are delectable—wonderful crust, luscious filling, topped with a thick layer of chopped pecans. They'll be delivered in any quantity, for luncheons, meetings, any festivity, by calling WE 8-5893.

PAUL'S RESORT, Verano. Favorite for banquets, group and family dinners. Splendid menu. Cocktail bar. Paul at the organ.

Unimpressed by Old Faithful spurting its water high into the air, a Texan was heard to say, "Shucks, we got a plumber in Dallas that could fix that leak in no time at all."

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. Friendly service and companionship. Finest in mixed drinks.

Most newspapermen make notes, so they won't forget to write up some item or other. We're no exception. But on our desk right now are two notes which for the life of us we can't make head nor tail of. One reads "That extra measure," the other "4000. Why the speed?" Any help from your end?

ROZARIO'S PALMS INN, Verano. A comfortable, up-to-the-minute hotel, for the discriminating. Splendid dining room, and bar.

Sonoma Valley Improvement club had its New Year's eve party at the clubhouse on Mountain avenue, Fetters Springs, with over 100 attending. Henry Hons was master of ceremonies. After a delicious buffet lunch, the crowd enjoyed dancing, singing, special entertainment features, until a late hour. Jim McDermott obliged with several songs with his Irish tenor in its best form. Mr. and Mrs. Edgar Perkins arrived late, but it was their 50th wedding anniversary and they were royally welcomed. A four piece orchestra played for dancing.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

If you've ever bent over a drinking fountain with the end of your tie dangling in the water, you know how a cocker spaniel feels about his ears.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

It's hard to understand why Collier's and Woman's Home Companion folded up. With over 4 million circulation, apparently wonderful and adequate advertising support, it just doesn't seem logical that it was losing money right along. We'd guess that during its later years Collier's failed to keep abreast of the times or suffered from bad management. Think we've read it for about 50 years.

BOYES SPRINGS FOOD CENTER. Fine Foods always, at lowest prices. A One-Stop Market. Take-out license. Beverages.

Think your boss is tough? Here's one that's even tougher. One of his employes crept into his office timidly one morning and said:

"Sir, may I have next Tuesday off? It's my silver anniversary and Maggie and I want to celebrate."

"Fine thing," snarled the boss. "That's what I call real devotion to your job. And I suppose I'll have to put up with this sort of thing every 25 years!"

EL DORADO HOTEL, Sonoma, serves wonderful Spanish and American style dinners. Old West atmosphere. Cocktail bar.

Several readers have told us that last week's Moonbeams was by

far the best we ever turned out. Hadn't noticed, ourselves, but we always try to put out a good paper. Now if all those who thought it was a pretty good issue would just subscribe for about five persons throughout the country, maybe in time we could become a "paid" circulation paper (actually our long-range goal). All right, start sending in your local or out-of-town subscriptions. \$1.29 each!

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

And here's some real news from a revived local organization:

El Verano Improvement club has elected the following officers for 1957: Fred Franklin, president; Jerry Burry, vice president; Mrs. Michel Smircich, secretary; Mrs. Margie Madden, treasurer; Pete Mavilia, sergeant at arms.

The club is now incorporated and has recently purchased the old Garravanti building opposite Little Switzerland in El Verano.

Knute Nelson heads the committee to remodel the building for early use as a home for the club.

President Franklin with the aid of the present officers and members hopes to make the building a progressive social center for El Verano. He is supported by an able group of officers and hopes the residents of El Verano will join up and attend meetings for the good and welfare of the community.

Action, progress and social affairs will be the program for 1957. James Childs heads the membership committee.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Americans are getting stronger, too. Twenty years ago it took two people to carry \$10 worth of groceries. Today a child can do it.

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

From Bonner Springs (Kan.) Chieftain: "Parents, don't worry about Elvis Presley! It wasn't over a year ago your teenage daughters were going to die if they hadn't seen Johnnie Ray. The worst thing about Presley is that he is getting paid and will end up rich. The rest of us plod along and don't make any money, but we don't make anybody swoon either, unless it is our wives when we track thru the house with wet grass and mud on our shoes."

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway Sonoma. Webster 8-2686.

HERE'S YOUR 1957 CALENDAR! THROW AWAY THE OTHERS!

January—Bowling.
February—Basketball.
March—Kites - Model Planes.
April—Baseball.
May—Golf.
June—Fishing.
July—Swimming.
August—Sailing.
September—Camping.
October—Football.
November—Hunting.
December—Skiing.

(But where in this "swiped" calendar is mention made of: Gardening, Shopping, or Lying (or is it Lying) in the Sun?)

Q. Why can't a man's hand be over 11 inches?

A. Because if it were 12 inches, it would be a foot.

SONOMA GROVE, Hiway 12 south of Boyes. Italian dishes our specialty—but also steaks, prime roasts, seafood—everything!

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. For Emergency Groceries at any time; good sized stock. WE 8-5811.

Woman Shopper—One who returns an article for credit, buys something that costs twice as much, and figures she has saved half the amount.

Swank Restaurant—A place where you are sentenced to bread and water for 30 minutes.

Middle Age—The time of life when you choose between looking fit as a fiddle or about in the same shape as a cello.

Smart Husband—One who isn't so busy bringing home the bacon that he forgets the applesauce.

JIM'S MEATS, at Boyes Springs Food Center. We stock only the very best. Cut to your order. Delicatessen department. Drop in.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

Boy: "You've got a lot of pep for a man who is 100 years old. How do you do it?"

Uncle Eli: "I ain't decided yet. I'm dickering with two or three cereal companies for my endorsement."

RUSTIC INN, Glen Ellen. Last of the 11 old-time taverns in this historic spot where Jack London used to roam. Authentic western.
YELL'S ACRES NURSERY, Glen Ellen. Good time of year to select our prize winning Dahlia tubers, and other of our specialties.

BACK THE ATTACK!

Whether you're 16 or 66, physically fit or not, the war on traffic accidents is your war. Every time you drive your car or take a walk, you're on the battlefield. Because this war is being fought on our streets and highways.

What do you need to fight the good fight? Just the basic rules of safe walking and safe driving. If, every time you walk or drive, you make sure that no careless act of yours will endanger your own life or the lives of others, you've made a big contribution to the war on traffic accidents.

The selfish act, the heedless act, is enemy work. In fact, it is the enemy. Because the whole traffic accident problem grows out of a multiplication of heedless acts.

You strike a personal blow against the common enemy every time you accept your responsibility to drive and walk safely in traffic. You aid the enemy every time you drop your guard.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

OUR RESORT, El Verano. Harvey and Melina your hosts. Home of the Stein Club. Draft beer. Mixed drinks to your liking.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city. Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Creation of a Jack London state park.

Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

THE CHICKEN HOUSE, Hiway 12, Boyes. Our chicken is delicious. Same goes for home-made pies, and coffee. Make us prove it!

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.